



## Garden Fresh Restaurant Corp. Fact Sheet

**Corporate Name:** Garden Fresh Restaurant Corp.

**Headquarters:**

15822 Bernardo Center Drive, Suite A  
San Diego, CA 92127

**Telephone/Fax:** 858/675-1600  
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**Web Address:** [www.gardenfreshcorp.com](http://www.gardenfreshcorp.com)

**Brand Names:** Souplantation/Sweet Tomatoes

**Corporate Overview:** The first Souplantation restaurant, an industry-defining concept, was opened in the Mission Gorge area of San Diego, California in March 1978 and soon followed with a second location in Point Loma. Industry experts credit Sweet Tomatoes as the first casual eatery brand to serve fresh, wholesome menu options.

In 1983, Garden Fresh Restaurant Corp. (Garden Fresh) was founded by Michael Mack and Anthony Brooke through the acquisition of the first two Souplantation restaurants. The company maintained steady growth through the 1980s and began to pursue growth beyond its core Southern California market. In order to enhance its brand profile and reflect the company's dedication to fresh, wholesome ingredients, it adopted the Sweet Tomatoes name for new restaurants outside Southern California.

The first Sweet Tomatoes restaurant opened in Palm Harbor (Tampa), Florida in January 1990. During the next several years, the company continued its steady expansion with a focus on refining corporate infrastructure. At the time of Garden Fresh's initial public offering in 1995, the company operated 33 restaurants under the Souplantation and Sweet Tomatoes names in three states. After the initial public offering, the company undertook a rapid expansion from 1998 to 2001, adding 44 units in 10 states. In 2004, Garden Fresh returned to private company status. Currently, the company owns and operates 112 restaurants in 15 states. Steady growth is planned through the foreseeable future.

**Mission:** Garden Fresh's intention is to create extraordinary results for ourselves and our partners in alignment with our purpose and values; individually and collectively—everyday, and to provide a salad and soup experience so uniquely ours that each guest will leave with a delightful sense of well-being and awe, convinced that we are the best meal choice for daily dining out.

**Company Purpose:** Fresh, wholesome food, unexpected service and enhanced lives.

**Company Values:** Accountability for results; success through relentless improvement; passion to serve; integrity in all actions; respect for each individual; and embrace change.

**Restaurant Concept Overview:** Branded as Souplantation in Southern California and Sweet Tomatoes in Northern California, the Mid-West and East Coast regions, the concept is to provide fresh, made-from-scratch, wholesome and high-quality foods at an affordable all-you-care-to-eat price in a fast casual dining environment. Souplantation and Sweet Tomatoes specializes in soups and salads featuring all natural ingredients. The menu is built around freshly made, great tasting and nutritious recipes showcased on a 55-foot salad bar laden with fresh, seasonal produce and tossed salads prepared exhibition-style every 20 minutes. The unlimited selection also features made-from-scratch soups, hot pastas, hand-crafted muffins, focaccia, breads, and desserts which provide guests with a wide variety of both healthy foods and delicious indulgences.

**Locations:** Garden Fresh operates 112 restaurants in California, Florida, Arizona, Colorado, Georgia, Illinois, Kansas, Missouri, Nevada, New Mexico, North Carolina, Oregon, Texas, Utah, and Washington.

**Corporate Management Team:**

*CEO:* Michael P. Mack

*President:* R. Gregory Keller

*President:* Kenneth Keane

*CFO:* John Morberg

**Corporate Citizenship:** Garden Fresh seeks to be a vital and contributing part of each community it operates. To reach this goal, Garden Fresh restaurants offer a “Fun-Raiser” program through which charities, churches, schools, athletic teams, scout troops and other non-profit organizations may raise funds by hosting in-store events. The non-profits are invited to hold a special event in a Souplantation / Sweet Tomatoes restaurant and a portion of all event sales will be donated back to the non-profit. The restaurants assist in marketing the non-profit’s event by creating master flyers for distribution and promotion. In addition, Souplantation & Sweet Tomatoes restaurants are encouraged to participate in the community on a local level by means determined appropriate by restaurant management.

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